

FOR SALE

Fantastic Opportunity to Buy an Iconic Hotel in Shetland



Brae Hotel

Brae, Shetland, ZE2 9QJ

Offers Over £650,000 - Freehold

Find out more at
www.g-s.co.uk

- **Fantastic Opportunity to Buy an Iconic 35-Bedroom Hotel in Shetland**
- **Elevated Position with Enviably Views across the Voe & Secluded Picturesque Landscape**
- **Located in the Village of Brae**
- **Charming & Well-Maintained Letting Bedrooms**
- **Fantastic Range of Food & Beverage Amenities**
- **Accounts for 2025 show a Healthy Turnover over £750,000**
- **Additional Property Available by Separate Negotiation – 4 x Staff Houses**



INTRODUCTION

The Brae Hotel is a well-established, 35-bedroom destination in the charming village of Brae, located on Shetland's north mainland. Blessed with a prime, elevated, position at the head of Busta Voe, the hotel has stunning views across and out to the rolling Shetland countryside. An outlook that highlights both the scenic and tranquil appeal of the business.

The hotel is located in Brae, a key village on mainland Shetland, historically a fishing village and now a centre servicing the northern mainland. The proximity to natural attractions, dramatic coastal scenery and wildlife rich areas provides excellent walking and cycling routes for locals and tourists that only enhances its appeal and offers a fully immersive Shetland experience.

The hotel itself comprises of 35 well-appointed bedrooms and a full range of food and beverage amenities, ensuring all guests and visitors are well catered for. Each letting room has en-suite facilities, each offering comforts such as Wi-Fi and, in many cases a sea or Voe-facing view making it ideal for both leisure and business guests.

The public areas include a bright, spacious restaurant, a welcoming public bar and lounge known as "The Northern Lights Public Bar and Lounge" ideal for both residents and non-residents seeking dining or drinks. There is also a resident's lounge, cocktail bar and snooker room. The hotel also features an event or function space capable of accommodating up to 120 guests, with panoramic views over the bay, offering strong potential for weddings, celebrations or corporate events.

There are two retail units located at ground floor, accessed via separate entrance doors, one adjacent to the hotel's main entrance and the other at the side of the building. One unit is currently let out, and the other is currently vacant.

The hotel presents a genuine turn-key opportunity. The Brae Hotel is a fully functioning enterprise with - well-presented property, letting accommodation, food and beverage amenities, and event-hosting capability. Its current reputation for friendly, welcoming hospitality and good value is recognised in guest reviews. This positions the business well for continued success or expansion.

The Brae Hotel represents a balanced investment for an owner seeking an established hospitality asset, underpinned by stunning natural surroundings, multifunctional trading areas and strategic Shetland connectivity. The sale marks the conclusion of a distinguished chapter for the owner, while offering the next operator an exceptional platform with both lifestyle and commercial benefit.

For the right owner, there is a clear scope to build on existing strengths, for example, by leveraging the views, the spacious event capacity, and proximity to Shetland attractions to grow the hotel's appeal to both leisure tourists and groups.



THE PROPERTY

The Brae Hotel is a detached, two-storey building under a pitched roof, covered in Sarnafil with wood-panelling on external walls.

ACCOMMODATION SUMMARY

The hotel is approached via a private access drive leading past the main entrance to generous customer parking areas. The main entrance is accessed via stairs, which opens into an entrance vestibule that leads into the main reception where public areas and letting accommodation can be accessed. The accommodation can be summarised, briefly, as follows: -

Public Areas

- Entrance Vestibule & Hallway
- Reception with Reception Desk & Guest Seating Area
- Resident Lounge (20)
- Restaurant (50)
- Cocktail Bar (20)
- The Northern Lights Public Bar (50)
- The Northern Lights Lounge (50)
- Snooker Room
- Function Room (120)

Letting Accommodation

35 Letting Bedrooms to sleep 67

- 9 x double
- 22 x twin
- 3 x single
- 1 x accessible room

All bedroom's ensuite: 34 x bath with shower over & 1 x bath with separate shower.

Service Areas

- Large Commercial Kitchen
- Breakfast Kitchen / Serving Area
- Prep Area with Range of Stores
- Ancillary Stores
- Laundry Room

Outside

The hotel is set in its own private grounds extending to c. 1 acre.

- Ample Car Parking
- Garage

ADDITIONAL PROPERTY

There are 4 staff houses available to purchase by separate negotiation and they comprise:

- 2 x 3-bed Semi-Detached House
- 2 x 3-Bed Semi-Detached Bungalow

TRADE

Accounts for the year ended 31st March 2025 show a healthy turnover of £776,632 (net).

Accounts will be provided to genuinely interested parties, preferably after viewing of the property.

STAFF

TUPE regulations will apply to all members of staff, if any.

LICENCE

The Premises is Licensed under the Licensing (Scotland) Act 2005.

SERVICES

Mains electricity, water and sewage. LPG is used for cooking, heating and hot water. There is electric storage heaters used at ground floor.

WEBSITE/RATING

www.braehotel.co.uk

TripAdvisor – 4.3 Very Good

Booking.com – 8.4 Very Good

Expedia – 9.2 Wonderful

KAYAK – 9.1 Wonderful

ENERGY PERFORMANCE CERTIFICATE

Brae Hotel – EPC Rating – G

The EPC is available upon request.

RATEABLE VALUE

Brae Hotel - Rateable Value - £41,000 (1st April 2026)

TENURE

Heritable (Freehold) / Outright Ownership.





Resident's Lounge



Resident's Lounge



Northern Lights Bar



Northern Lights Lounge



Resident's Bar



Restaurant





PRICE

Offers Over £650,000 are invited for the heritable (freehold) interest in the property, the trade fixtures, fittings and equipment, together with the goodwill of the business, which is to be sold complete as a going concern. Stock in trade to be purchased at an additional price at valuation on the date of entry.

EXCLUSIONS

Personal effects of the vendors. Standard industry items held under lease or lease purchase arrangements.

FINANCE / BUSINESS MORTGAGES

Graham + Sibbald are in regular contact with the specialists involved in the financing of business and property purchases in Scotland and we would be happy to assist with introductions if required.

VIEWING

Strictly by appointment only to be made through Graham + Sibbald. No approach to be made to the property or members of staff.

OFFERS

All offers should be submitted in Scottish Legal Terms to the sole selling agents at the address below:

Graham and Sibbald, 40 Torphichen Street
Edinburgh, EH3 8JB



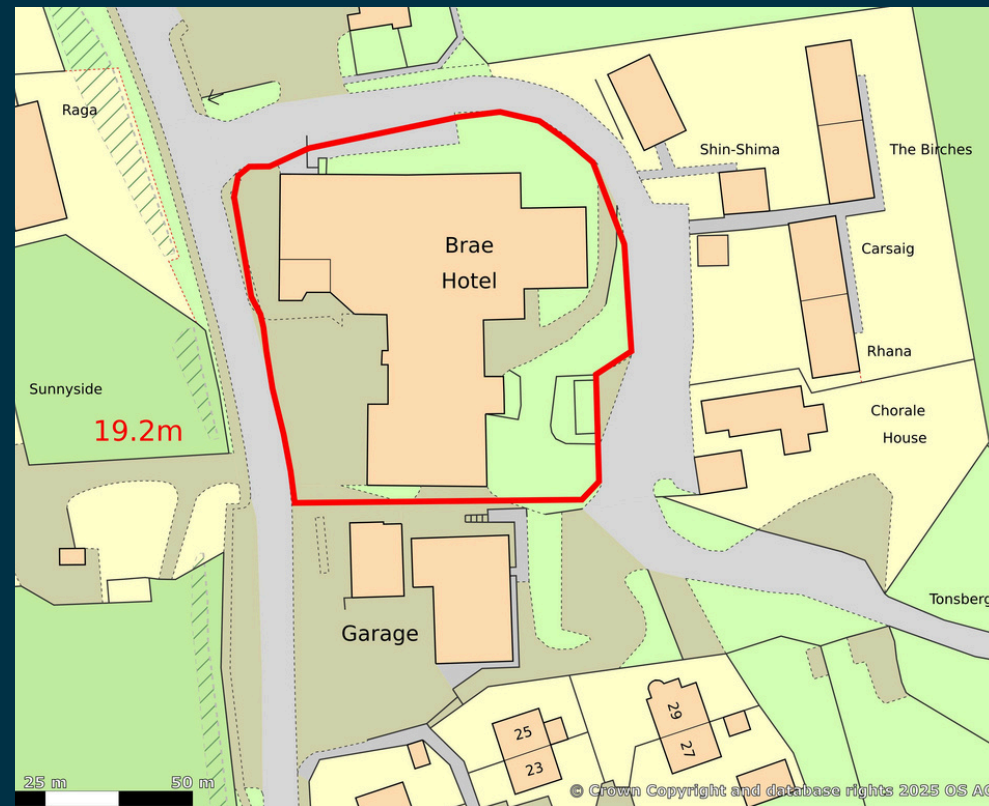
To arrange a viewing please contact:



Katie Tait
Associate
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Katie.Tait@g-s.co.uk
07500 423 941



Max Wallace
Graduate Surveyor
Hotel + Leisure
Max.Wallace@g-s.co.uk
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5. A list of Partners can be obtained from any of our offices.

Date published: **June 2026**

Under HMRC and RICS regulations and The Criminal Finances Act 2017, as property agents facilitating transactions, we are obliged to undertake AML due diligence for both the purchasers and vendors (our client) involved in a transaction. As such, personal and or detailed financial and corporate information will be required before any transaction can conclude.